

Graphic Design 1: Introduction to Visual Communication

Monday/Wednesday/Friday 10:40 am–12:35 pm

Riley Hall rooms 301/211

+ = Read one extra spread

? = To what do you relate?

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	Monday	Wednesday	Friday
Week 1		1.14—Course introduction: Supply list; Books; Slides. Assignment: Purchase supplies, review resume handout, and create or refine resume; submit 2D Foundations portfolios.	1.16— Due: Pay lab fee, turn in current resume and 2D portfolios. Build balsa wood cube; Begin drawings. Assignment: 10 sketches and 3 refined drawings of cube. Read GDS TOC thru 1 & BGD 6–23 (?).
Week 2	1.19—Discuss GDS TOC thru 1 & BGD 6–23 (?); Critique refined cube drawings//Computer demo of Adobe Illustrator and scanning.	1.21— Due: initial laser prints of cube at end of class. Workday in computer lab on digital cube drawing with “hallway critique.”	1.23—Discuss cube+letterform combination; Xyron/cover demo; Workday with color paper/pencil and “DWT.” Read GDS2+3 & BGD 24–35+.
Week 3	1.26—Return of laser prints of cube; Discuss GDS2+3 & BGD 24–35+; Color slide show; Discussion of color; Workday on cube and letterform.	1.28—Half class critique of drawings in progress// Workday on cube+letterform. Assignment: final 11" x 11" cube drawing.	1.30— Due: mounted 11" x 11" cube drawing. Assignment: complete 7" x 7" color comps; bring Sharpies to class (including broad nib). Read GDS4 & BGD 56–60+, 72–78+.
Week 4	2.2—Discuss GDS4 & BGD 56–60+, 72–78+; Half class critique of two 7" x 7" cube+letter color comps//B&W in-class project. Assignment: Finish cube+letterform. 7:30pm: Liz Resnick talk in Snite (attendance required)	2.4—(200) “Graphic Wit” slides; Introduction to word/object project; Workday on resume. Assignment: find 3 household or office objects and first “designed” resume.	2.6— Due: three objects and updated resume; Workday on drawing found objects. Assignment: 10 quick sketches of chosen object; Read GDSTL & BGD 98–101+.
Week 5	2.9— Due: 10 photocopied quick sketches of object; Discuss GDSTL & BGD 98–101+; Five rough sketches of chosen object due at end of class. Identify graphic designer for presentation.	2.11—Meet with Marsha Stevenson at Hesburgh Library (meet in main concourse); Discuss designer choices; Workday on final cube+letterform or object drawings; Assignment: Finish cube+letterform.	2.13— Due: cube and letterform finals; SDA portfolio presentation. Assignment: Begin refined, large object drawings; Read GDS11 & BGD 114–124+.
Week 6	2.16—Visit Denise Massa in the Art and Design Image Library; Discuss GDS11 & BGD 114–124+; Workday on three refined large object drawings.	2.18—Half-class critique of three refined large object drawings//Workday. Assignment: three refined drawings, word choices, and object outline drawing.	2.20— Due: three refined drawings, word choice due and object outline. Workday on drawing in Illustrator. Assignment: 10 light studies and 3 directions for word/object combo; Read GDS8 & BGD 144–147+, 151+.
Week 7	2.23— Due: 10 light studies and half-class critique of initial sketches for word/object combo. Discuss GDS8 & BGD 144–147+, 151+; Mini-bio review and research (in computer lab).	2.25—Half-class critique of initial sketches for word/object combo; Workday and one-on-one critiques of light studies and word/object directions. Assignment: Refine word/object directions.	2.27— Workday and one-on-one critiques of light studies and word/object directions. Assignment: Refine word/object directions. Read GDS9 & BGD 158–161+, 180–183(?).

Monday

- Week 8** 3.2—Discuss GDS9 & BGD 158–161+, 180–183(?); Half-class **critique** of final refined directions of object combined with word (computer sketches); Workday on final word/object combination.
- Week 9** 3.9—Enjoy Spring Break!
- Week 10** 3.16—Mid-semester review (cube+letterform and word/object); **Critique** initial Mini-bio poster; RPS grad portfolio presentation. Assignment: Visit library to research symbol systems and finalize mini-bios.
- Week 11** 3.23—Discuss GDS6 & BGD 184–188+, 222–224+, 244–245(?); Sketch day on chosen symbol; Share research images and information.
3/24—Tuesday evening: Mini-bio presentations (10 minutes max!) in Riley 200
- Week 12** 3.30—Discuss GDS5 & BGD 246–250+, 258–259+, 274–275+, 281+; **Critique** 4.5" x 4.5"; Workday in computer lab.
- Week 13** 4.6—Discuss GDS7 & BGD 300–301(?), 302–307+, 316–317+; Review of process book, binding techniques, and grids; Introduction to book cover project. Assignment: Research book cover design, check-out library book and begin thumbnails.
- Week 14** 4.13—Enjoy Easter Break!
- Week 15** 4.20—Discuss GDS14; **Critique** book cover thumbnails//Slide show of student-found book covers; Workday on final book cover; CIFs.
- Week 16** 4.27—Discuss GDS15; All-class review of process books; RPS ND portfolio presentation; Workday. Assignment: Finish book cover and process book.

Wednesday

- 3.4—PowerPoint and fonts presentation; Half-class **critique** of final refined directions of object combined with word (computer sketches); Workday on final word/object combination. Due: Final word/object combo.
- 3.11—Spring Break!
- 3.18—Introduction to symbolform project; Discussion of grid systems; Present symbol system findings. Assignment: research and select animal.
3/19—Lecture by Chip Kidd (attendance required).
- 3.25—**Due: all mini-bio posters.** Half-class **critique** of symbol sketches; Workday; Continue to refine symbols.
- 3/26—Thursday evening: Mini-bio presentations** (10 minutes max!) in Riley 200
- 4.1—**Critique** 4.5" x 4.5"; Workday in computer lab.
4/2: Alumni Design Conference (attendance required)
- 4.8—Book cover slide show; Share book cover design research findings//**Critique** of final symbols (9" x 9" on 11" x 11" paper); Assignment: Finish final zoo symbol and process book comp; Read GDS12 & BGD 330–333(?), 334–361 (*suggested*).
- 4.15—**Due: final zoo symbol and laserprint comp of full process book; Mossberg tour (meet at Snite) or visit Snite** to review BFA projects; Review process books; Discuss GDS12 & BGD 330–333(?), 334–361 (*suggested*).
- 4.22—**Critique** of chosen final book cover direction// Workday on final book cover and process book.
- 4.29—Last day of class; **Due: final book cover.** Final review of process books; Exam review. Assignment: Finish process books.

Friday

- 3.6—**Due: final word/object.** Mini-bio worksheet; Guest speaker, Chicago-based design consultant Paula Bodnar. (**Note:** Bring cube and letterform project to next class.)
- 3.13—Spring Break!
- 3.20—**Mini-bio presentations** (10 minutes max!) in Riley 200. **Critique** refined Mini-bio poster; Assignment: Read GDS6 & BGD 184–188+, 222–224+, 244–245(?).
- 3.27—Half-class **critique** of symbol sketches; Workday; Refine symbols before scanning. Assignment: Read GDS5 & BGD 246–250+, 258–259+, 274–275+, 281+.
- 4.3—**2008 Alumni Design Conference (attendance required)** Assignment: Read GDS7 & BGD 300–301(?), 302–307+, 316–317+.
- 4.10—Enjoy Easter Break!
Assignment: Get at least five digital photos of book covers you find compelling during break.
- 4.17— **Mossberg tour (meet at Snite) or visit Snite** to review BFA projects; Review process books; Assignment: Book cover thumbnails and Read GDS14.
- 4.24—**Critique** of chosen final book cover direction (and brunch!) at Sedlack Design Associates, 817 Forest Avenue. Assignment: Read GDS15.
- Final Exam: Tuesday, May 5, 8:00am**
Final Reviews: during finals week, exact times TBD